



Planning a Successful Campaign  
LGA Independent Group Quick Guide  
March 2019

# Getting Started

There are a lot of things that you will need to do, if you are to be successful in being elected as an Independent Councillor.

- Leave nothing to chance.
- Plan ahead in plenty of time.
- Not having a party machine behind you means you need to be very organised. Do not think that you can leave anything to the last moment.

Remember the 5 P's - Proper  
Planning  
Prevents  
Poor  
Performance

One way to do this is to have a count-down timetable.

Key dates have been provided

# To win an election you need to

1. **Register as a Candidate**
2. **Register an Election Agent**
3. **Find supporters prepared to help with the campaigning**
4. **Plan out how many leaflets and other election materials you are going to produce and when (remember to think about distribution too)**
5. **Think about other ways of getting your message out (including using local media - i.e. radio and newspaper - or social media sites)**
6. **Keep a record of all your election expenses - it is advisable to arrange for your Election Agent to approve and pay all expenses incurred during your election campaign.**

# Planning Your Election Campaign

March 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Please note that election expenses commence from the day you are announced as the candidate not the day you register					1	2
3	4 Have you gathered your supporters & planned your election campaign?	5	6	7	8	9
10	11 Have you contacted your Returning Officer to check the election timetable & get forms & guidance notes?	12	13	14 Have you prepared your "Election Introduction"? - you should be at proof stage.	15	16
17	18	19	20	21	22 Have you ordered rosettes for your canvassers & polling station volunteers? If not, order now!	23
24	25	26 Formal notice of election (25 <sup>th</sup> working day before election)	27	28 Have you ordered any posters or other similar election materials?	29 Have you delivered you "Election Introduction" sheets?	30
31						

**PLEASE CHECK ALL OFFICIAL DEADLINE DATES WITH YOUR RETURNING OFFICER REMEMBER NOT TO LEAVE IT TO THE FINAL DEADLINE TO RETURN ANYTHING - IT COULD TURN OUT TO BE TOO LATE**

# Planning Your Election Campaign

April - May 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Have you notified the Returning Officer of your Election Agent?	2	3 <b>4PM deadline:</b> delivery of nomination papers & notification of appointment of election agent - <b>DO NOT LEAVE IT UNTIL TODAY!</b>	4 <b>4PM deadline:</b> Publication of statement of persons nominated	5 Do any of your supporters need a postal vote? Get them an application!	6
7	8	9 Have you prepared and printed you "Election Address" leaflet?	10 Have you made yourself known to local journalist & local radio?	11	12 Are any of your supporters ill? Can you get them a postal vote?	13
14	15 <b>5PM deadline:</b> Postal Vote applications and chances to existing postal or proxy votes	16 Have you delivered "Election Address" leaflets?	17 Obtain a list of postal voters from Returning Officer. Send election addresses to them.	18 Maundy Thurs. - not a LG working day	19 Good Fri. - not a LG working day	20
21	22 Easter Mon. - not a LG working day	23	24	25 Have you prepared & printed your 1 sheet "Your questions answered"?	26 First date that electors can apply for a replacement for lost postal votes	27
28	29 Have you prepared & printed your 1 sheet "Your questions answered"?	30 Have you distributed your 1 sheet "Your questions answered"?	<b>MAY 1</b> Opening of Postal Votes - Are there posters in houses near Polling Stations?	2 <b>ELECTION DAY</b> Volunteers at Polling stations with rosettes? Car with posters in area?	3 <b>CELEBRATE YOUR SUCCESS!</b>	4

CANVASSING!

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